



CASE STUDY - UNDERSTANDING YOUR MEMBERS REDDITCH HOCKEY CLUB - ROCK UP N PLAY SESSIONS



ROCK UP N PLAY SESSIONS

In its third season, our Rock up n Play social hockey sessions have really taken off this year. Our members expressed an interest in continuing to play hockey socially once the season had finished, so we arranged some informal, low commitment social hockey over the spring/summer.

Running every Monday evening from April - September, come rain or shine, we widened our offering this year to include a Junior/Family session alongside our Senior session. Due to the simple nature of the sessions, any Senior player could organise them and get the games going.

On average we had 28 weekly attendees at the senior session and 15 weekly attendees at the junior one which has doubled in size since the previous season. Open to all we had new and experienced players all joining us for fun, friendly games.

HOW THEY RAN

It was really simple...

We promoted the sessions through social media in the local area and with our members. Encouraging people of all experience levels, family members and friends to come along.

A bag of bibs, someone to collect money, sort teams and a portable speaker to keep the summer tunes flowing during the games.

Depending on the numbers we played small sided or bigger pitch games. Once the games were finished we headed back to the clubhouse to re-hydrate.

In the hot weather, we even armed our umpires with water pistols to help cool the players down!!



"WE JUST LISTENED TO OUR MEMBERS, THEY WANTED MORE HOCKEY AND TO CARRY ON PLAYING DURING THE SUMMER"



WHY WAS IT SUCCESSFUL?

- 1 Available to all** – Junior and Senior sessions catering from U10's upwards, from complete beginners to 1st team players
- 2 Grow members** - Attracted nine new hockey players who are continuing to train/play with us this season
- 3 Informal** – lower commitment, players can dip in and out whenever they are free
- 4 Low cost** - £2 session, enough to cover pitch costs and bring some money into the club
- 5 Hockey all year round** – allowed people to continue playing regularly once the season had finished



"During the off-season the Rock Up and Play sessions at Redditch Hockey Club have not only kept my fitness, my skills and my love for the sport ticking over, but through those sessions I have gotten to know so many more members of our hockey club. It's been a much needed and loved weekly social interaction for me as I continue to work from home post-pandemic. The inclusivity and welcoming atmosphere at those sessions is a beautiful thing. I'll always be a fan of Rock Up and Play"

Holly
Redditch HC

HAVE A GO AT YOUR CLUB...

Try to make it fun. No commitment, no pressure, just come down and give it a try.

Once people did give it a try, the word spread and they invited their friends down including those from other clubs. There was no expectation that they would come and join us, they were just welcome to play with us.

Play music. It offers something different to any hockey they may have played before.

It changes the game, the games are still competitive but fun. Create a playlist and get others to offer music choices, it was just another way of getting people to talk about the sessions.

Remind your senior players and young bucks that these are mixed ability groups and ask them to help develop the players around them too.

Offer a social aspect after the game if you can.

On the warmer summer nights more than half of those that played stayed for a drink, and we even had members that couldn't play join us when we finished.